

Profile of B.C.'s Tourism Sector

Prepared by Ministry of Skills Development and Labour

July 2004

How big is the tourism sector?

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- Tourism Revenues totaled \$8.95 billion in 2003, down by 4.1 percent from 2002 levels.
- 21.87 million visitors in 2003.
 - 10.9 million from within B.C.
 - 4.6 million from other parts of Canada
 - 6.4 million from other countries – a drop in visitors from all countries except Mexico

How many businesses are there in the tourism sector?

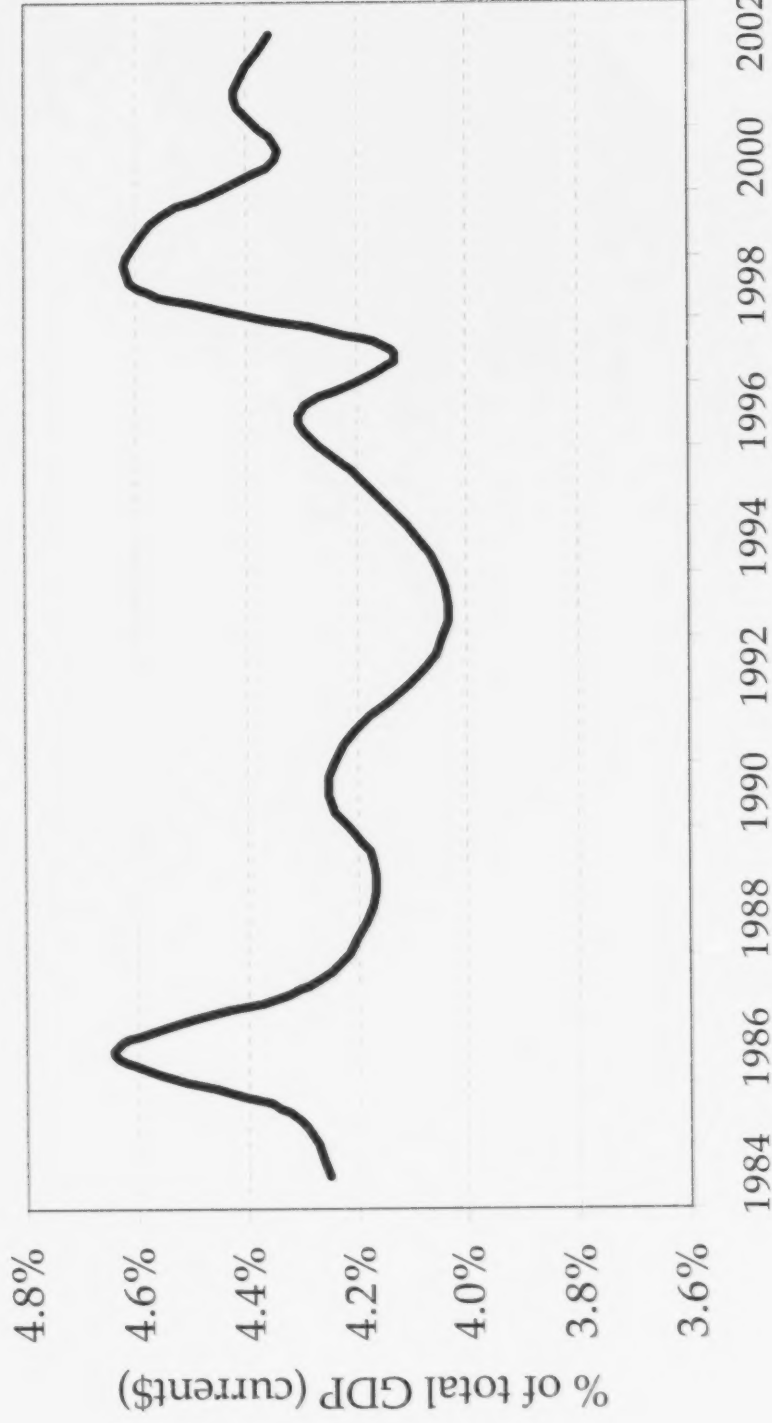
- In 2001, there were 17,966 tourism establishments in B.C. (approx. 1 in every 9 businesses with employees).

- Food & beverage service	9,450
- Transportation	3,502
- Accommodation	2,108
- Amusement, gambling, recreation	1,822
- Performing arts, heritage etc.	1,084

- 92% of these firms have fewer than 50 employees
- Wage and salary bill of \$3.2 billion in 2001

What does tourism contribute to B.C.'s economy?

Tourism GDP as a percent of Total GDP

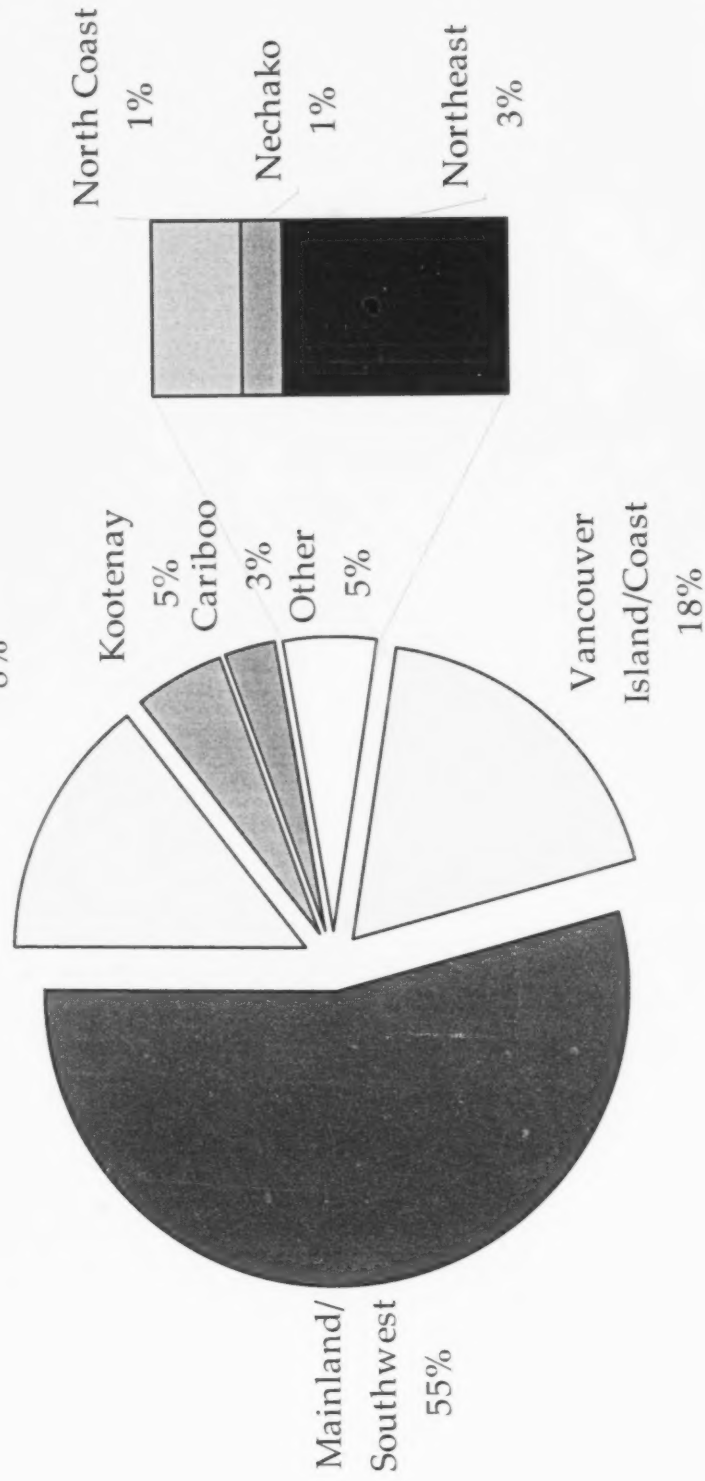


Source: BC Stats

Where in the province is tourism happening?

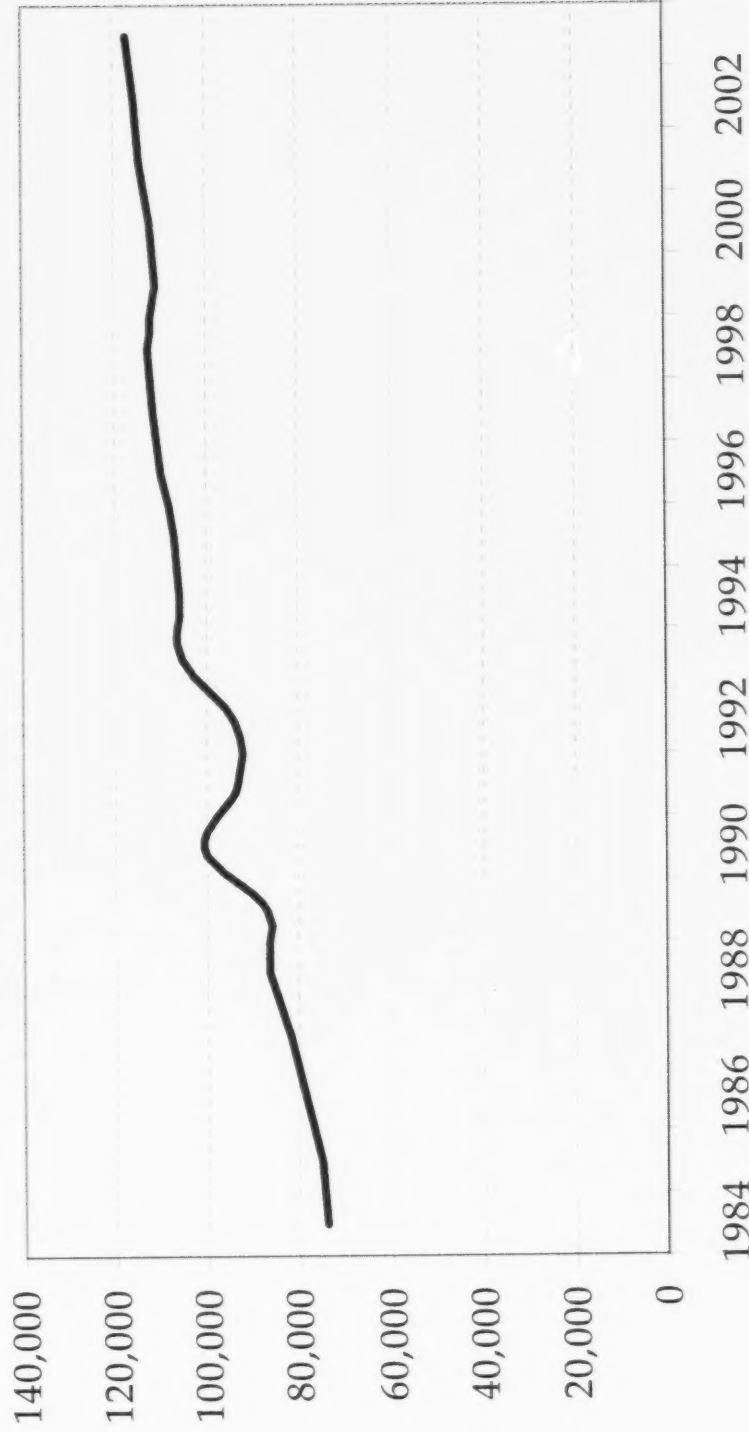
Regional Distribution of B.C. Tourism Room Revenues, 2003

Total = \$1.487 billion
Thompson/Okan.
8%



How many people are employed in tourism in B.C.?

Direct Employment* in B.C.'s Tourism sector



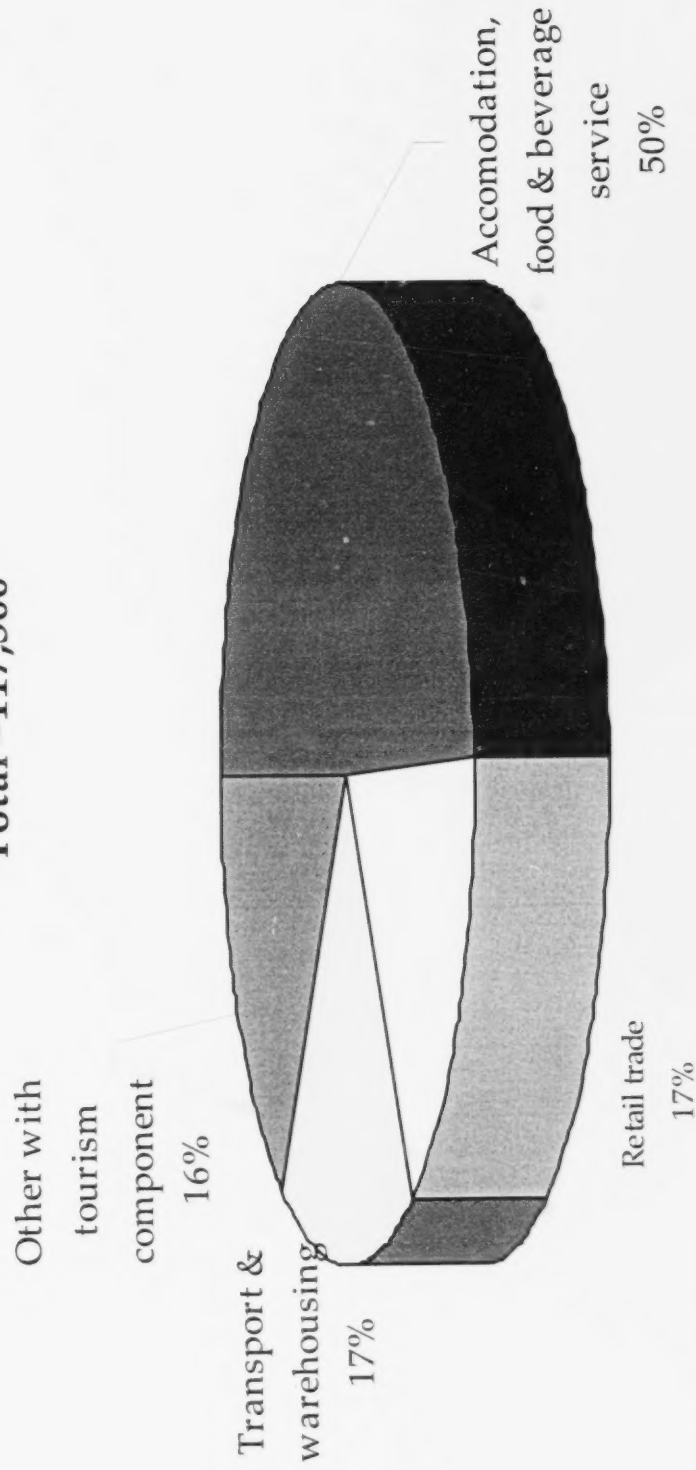
* Estimates do not include self-employed

Source: BC Stats

What sectors of the economy generate tourism employment?

Tourism Employment by Industry Sector, 2003*

Total = 117,500



Source: BC Stats

* based on average, Jan-Nov, Source BC Stats

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Current climate in the tourism sector

- General slowdown was already being felt the beginning of 2001, The events of Sept 11, 2001, followed by SARS and Iraq war impacted B.C. tourism further.
- Visitor levels continued to fall throughout 2003.
- Number of international visitors had begun to rise in 2003, but dropped again in 2003.
 - Visitors from Asia/Pacific down by 19.4%,
 - European steady
 - U.S visitors down by 7.7%
 - Visitors from Mexico up by 9.4%

Emerging opportunities

- A slight upswing is expected for 2004 – visitor volumes expected to rise by 2.8%, with strongest growth in a renewed international visitor base.
- New tourism niche markets being developed:
 - Eco-tourism
 - Native Culture tours
 - Sports and recreation packages
 - Agri-tourism

